

# The **CREDIT UNION BRIDGE**

THE WAY TO ECONOMIC BETTERMENT



Mr. Bert Beals, Manager of the Cuna Supply Cooperative explains operational values of Cuna Post to interested credit union women in Dallas, Texas.

UNIVERSITY MICROFILMS  
313 N. FIRST ST.  
ANN ARBOR, MICHIGAN

EXCHANGE

Official Publication

June, 1955

Credit Union National Association

# What Does A League Do?

By Marcel Caron

Managing Director, Manitoba Credit Union League

TO THE COMMON QUESTION there are many answers. Some believe it is like a chamber of commerce, or a trade association, or a professional society. Some answer, it is the operation and exemplification of the credit union ideal dedicated to the further expansion of credit unions, to the protection of the interest of their members and the right of the individual to practice the credit union philosophy.

Some say that it does "economic engineering" in giving direction and guidance to credit union officials in meeting their day to day problems. Some say it "fronts" for all credit unions, seeing that they have representation in affairs relating to their activities. Some say that the credit unions have joined together for unity of actions in dealing with situations of a common nature and to maintain central points of contact for the good of all concerned.

Probably as important as anything else is the fact that the league

exists and that the credit unions look to it to bring them together and to unite them in their common cause. It keeps them reminded of the necessity of being united. It brings them together on many occasions and for many purposes, but principally to make it possible for each credit union to serve more effectively the persons they are designed to serve.

The league recommends common action for strength of purpose. It submits projects for consideration. It keeps the credit unions aware of their purposes and responsibilities to not only their members, but to all the people. It works to weld them together through voluntary response into a more effective working force.

In so doing the league performs an amazing number of functions ranging from the dissemination of information, the further organization, extension and development of credit unions, the development of services which make it possible for

credit unions to serve more effectively, the development of legislative programs to protect and promote the interest of every credit union and the development of conferences on local, area, and provincial levels.

The league is the tool by which the credit union people can control their own destiny and set up the policies which from year to year improve the operations of each credit union and bring the credit union idea to more and more people.

To measure the values of the activities of the organized credit union movement in terms of dollars and cents fails to do justice to the many great benefits which have resulted but which cannot be measured dollarwise.

## Health Hint

THE COFFEE BREAK has become an important institution in most organizations and industrial plants. This is because it provides a brief change of scene and reduces stress and fatigue. It is not because coffee is necessary for doing a good day's work. It is the break, not the coffee that is important to the worker's efficiency and well-being.

## The Credit Union Bridge

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All advertisements received before the 15th of the month start automatically with the issue of the current month. All those received after the 15th of the month start with the following month. To insure prompt delivery of The Credit Union Bridge, when you change your mailing place send in a postcard with your former address as well as your new address. When sending in a single subscription or a group of subscriptions, The Credit Union Bridge would appreciate it if you would mark all returned subscriptions conspicuously with the word "return".

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## Interest in a New Credit Union Began

### When Virginia Findley Told Her Father

Another Experience of Volunteer Organizers

MY FATHER, who is a member of a local Carpenter's Union here in Savannah, and I were talking one evening about benefits offered by various companies and the conversation got around to savings. I told him about our credit union — Savannah Electric and Power Company Employee's Credit Union — how it was operated and how convenient it was for savings and loans. He said that members of his union had talked about organizing some kind of club or credit union for this purpose. I told him if they were interested I would get more information and even have someone connected with our credit union meet with a group and discuss any points or questions they might ask. They were definitely interested and asked me to go ahead and see what I could find out for them.

I contacted Mr. A. Watson Cordes, who is president of our credit union, and told him that this union was interested in organizing. He contacted Mr. Wade Harrison of Atlanta, who was previously scheduled to be in Savannah around this time, and he agreed to meet with representatives of the union. This meeting did not work out as the union delegates did not show up, but they got together again and formed the credit union, which is growing right along.



# Defalcations

## A blight on the credit union movement

By G. V. Markey

Credit Union Supervisor, State of Minnesota

**D**EFALCATIONS are not necessarily tied to depressions, inflations, good times or bad, but they do appear to run in cycles.

There are a number of things that can be done to impede this blight on our business. Let us take a quick look at some of the danger signals, the methods used, ways of detection, and some of the simpler things officers and supervisory committee members can and should do.

### Danger Signals

While not always true, one or more of the following conditions are usually present when a defalcation is discovered. Books not balanced; sloppy bookkeeping; numerous and uncalled for errors; erasures; and alterations; checks, notes and other papers carelessly drawn; cash items; checks foreign to the business; cash frequently over or short; irregular deposits in the bank; individual accounts and ledgers out of balance; nervousness or over anxious helpers who want to get the books and the auditor out of the way quickly.

These are all danger signals to be carefully weighed by auditors in any capacity. However, this does not mean the tidy office can be taken for granted as being free from criticism. There are all kinds of offenders who appear in unexpected places. Now, anyone can make a mistake—we all do—and the great majority of errors are honest mistakes, but those with experience know all too well that invariably the offender will insist it is all a mistake. There is nothing wrong—only errors.

### Methods

The warped cleverness of the embezzler may be ingenious, but he is

rarely a genius. Usually he merely takes advantage of the situation at hand, and makes the most of every opportunity whether he is, or is not, under observation. The regularity of examinations and the routine followed by the individual making the audit are frequently applied to his advantage. Like the treasurer who unobserved promptly made a deposit in the bank, after the cash had been counted, hoping the examiner would overlook the timing of the deposit, accept the bank balance at its face and miss the shortage covered by the deposit. Or as in the case of X, when the examiner listed the individual ledger it was found to be short a considerable amount. When the examiner's back was turned, the guilty party substituted a single ledger sheet, transposing the figures comprising the balance which accounted for most of the difference. He then insisted the examiner transposed the balance when he first listed the ledger, and that it was the examiner's error.

The most prevalent way of stealing is withholding in one form or another. A person fails to make a record of money received. Accounts are then altered or sheets removed from the ledger to cover the shortage. Spurious entries or forged vouchers are also frequent means of cover-up. Forged notes are sometimes used to fill the gap, but they require more attention if kept current than does playing with large or dormant accounts.

One offender manipulated a shortage for a number of years without detection by depositing current receipts in a separate bank account and using them to cover the receipts for the previous month. One day the examiner called when he was not there, got hold of current receipt tickets, and insisted the books be posted up to the date of the examination. There was not enough cash to cover all the receipts, and the jig was up.

All too frequently the method used, when discovered, is so simple it ought never to have been over-

looked. It should not have happened, but it did.

### Detection

The individual charged with auditing books be he an examiner, auditor, officer, or the supervisory committee must be alert at all times. Inquisitive but not openly suspicious. One of the surest ways of trapping a crook is to encourage his confidence in his ability to get by. Never let the offender know how much or how little information you have, or how large the sum is. You may have located only a small portion of the real shortage. It is an advantage to keep him guessing. The alert examiner can take advantage of over confidence just as effectively as does the embezzler.

In the case of Y, the examiner had justifiable reasons for suspecting a shortage and took particular pains to avoid divulging his suspicions, while following a well defined approach to the business of uncovering the shortage if present. The employee admitted the shortage when confronted with the facts.

The element of surprise is essential. The offender must be caught unawares and unprepared, consequently the routine and times of contact should be altered or rotated to provide the maximum efficiency. When management knows, or has reason to know, in advance of the impending visit much of its value is lost. This is true with the honest as well as the dishonest operator. The best results are obtained when ordinary everyday performance is observed—when unprepared for company.

In the case of Z, the employee was at work and had the posting done at an unusually early hour when the examiners arrived. By casual questioning the examiner learned the clerk knew there were examiners in the neighborhood—strangers to him—and he was getting ready just in case they called on him. Of course the books were in balance—he saw to that, but a little slip in details was discovered and a surprise examination was made well in advance

of schedule which resulted in bringing to light a shortage.

In another case, observing a dividend credit much too large for the balance on the card led to a verification of the account with the member and the discovery of a shortage involving that and other accounts.

Little common place mistakes and failures must be carefully investigated. Large shortages usually have a small beginning, that is, the first evidence discovered may be a small item. Lying and stealing go hand in hand and the embezzler cannot be trusted to tell the truth at any time under any circumstances. If he thinks he is being caught he will usually try to lie out of it. Be alert.

#### Prevention

As important as it may be to discover shortages, it is more important to prevent them. No where is the saying "an ounce of prevention is worth a pound of cure" more applicable. Officers and the supervisory committee of a credit union can do much to prevent defalcations. When any of the "danger signals" are present they should see to it that steps are promptly taken to correct the situation. Removing the conditions could have been prevented by repairing the fences early in the game and removing temptation from those with less moral stamina. Failing to get satisfactory results, they should consult the supervisory authorities. Supervision will always be glad to cooperate in every way, and will welcome the opportunity

to assist in rooting out this evil.

Surprise visits can be made to count the cash, reconcile the bank account or prove the ledgers. The routine should be changed at each visit so the treasurer can not anticipate what portion of the work will be done, or when it will be done.

Dual controls should be maintained whenever possible. Where there are a number of employees in the same office, a system of rotating the responsibility and work is very valuable. By so doing any one employee is prevented from monopolizing or manipulating records so easily and the chances of being caught, when attempted, are multiplied.

No one should ever permit cash belonging to the credit union to be co-mingled with personal funds under any circumstances, and anyone discovered indulging in this practice, even temporarily, should be severely reprimanded or removed from office.

One of the most effective means of detecting and prevent shortages is the verification of accounts — share, deposit, and loan balances. The supervisory committee is required to do this at least once each year as a part of their annual or quarterly audit. This should be done independently of the treasurer or other office employees. It is not a difficult task and can be undertaken by a committee of ordinary intelligence and experience. A suggested method would be to retain a list of the accounts when a proof is taken.

Have the passbooks or verification notices returned to a member of the committee, so they can be compared with the list independently of the ledgers. Any differences between the amount on the list and the member's passbook, or return, should be checked out very carefully. Take nothing for granted. Be patient but firm. The good operator will not mind, but the crook will squirm.

In Minnesota, examiners use a line sheet for proving share, deposit, and loan balances and checking off closed accounts, which comes the nearest to being fool-proof, short of an actual verification, we know of. And this has been the means of uncovering a number of shortages.

When the directors of a credit union find themselves with a shortage on their hands there are three things they should do immediately.

1. Notify the supervisory authority.

This is listed in first place because supervision usually requires that it be done, and frequently has something to say about it. If not they are in a position to give helpful advice.

2. Notify the bonding company (preferably by registered mail).

This is necessary in most cases to protect the credit union under the terms and conditions of the bond. The time limits in the bond must be observed. It is not necessary to state the actual amount, and the matter of filing a claim can be resolved later.



**Tour Amazes German Bankers and Credit Men**

A group of German consumer credit representatives visited Filene House and were guests the following day of the Studebaker Employees Federal Credit Union, South Bend, Indiana. The representatives expressed amazement at the abundance of goods and services available to the average family in this country. They were of the opinion that the credit union movement will be a help towards a better understanding between people. The above picture was taken at a luncheon given the party in South Bend, Indiana.

Left to right: John Marford, treasurer, Studebaker Employees FCU; Mr. Yeller, Mannheim, Germany; Mr. Dickson, Studebaker-Peckard Corp.; Mr. Keasey, VP Associates Inv. Co.; Dr. Peters, Hamburg, Germany; Mr. Graef, Cologne, Germany; Mr. Lindlau, Hamburg, Germany; Mr. Halmeyer, Munich, Germany; George J. Niemeier, President, Studebaker Employees FCU; Mr. Shorr, Associates Inv. Co.; Mr. Auscherman, S-P Treasurer's Office; and Dr. Puller, Weisbaden, Germany.



# THE CREDIT UNION BRIDGE NEWSLETTER

Three new presidents elected to head the CUNA Corporations. Melvin H. Widerman of Maryland is the new president of the Credit Union National Association; Gurden P. Farr of Michigan is the new president of the CUNA Mutual Insurance Society; and Leonard R. Nixon was elected president of CUNA Supply Cooperative.

CUNA Mutual becomes the 29th largest insurance company based on total coverage in force according to the National Underwriter. This is a jump from 36th position last year out of 638 life insurance companies in North America. Dunnes insurance rating bureau also gives CUNA Mutual an A+ Excellent rating, their highest rating for financial soundness.

The CUNA World Extension Department has employed Kishori Mohan to spread the credit union idea in India. With headquarters in New Delhi, he will work to promote favorable legislation and the formation of new credit unions. Kishori Mohan came to the United States 7 years ago to work his way thru College. He graduated from San Francisco College after which he continued graduate studies at the University of Minnesota. In recent months he has studied credit union, league and CUNA operations in Illinois, Michigan, Wisconsin, Pennsylvania, Minnesota, North Dakota, and District of Columbia. Where Kish worked his way to America from India, it appears that a number of credit unions will make him a regular passenger on his home trip: Hillsborough County Teachers (Florida) \$100; Granite City Steel (Illinois) \$100; Southern Illinois Directors \$100; Arrow S. Credit Union (Illinois) \$100; Detroit Postal (Michigan) \$150.

The Illinois Credit Union League at its annual meeting April 15 voted \$1,000 to employ a credit union man in any country of the world, selected by the CUNA World Extension Department. They intend this to be a part of future budgets of the league. CUNA Credit Union (Madison) contributed \$500 to the World Extension Department.

Ten members of Group Health Federal Credit Union of St. Paul seemed inclined to have a share in extending credit unions through the CUNA World Extension Department. George Jacobson brought up the idea and \$1 each came from Orville Freeman, Governor of Minnesota (former director of this credit union), Louis Lerman, Frederick Kottke (M.D.), O. E. Rude, Walter Hoffman—as board members; Fred Erickson, the assistant-treasurer, Arnold Lindquist of credit committee, Frank Petranton, the former assistant-treasurer, Dorothy Jacobson, an original incorporator of the credit unions, and George himself.

The first year applicants to the Credit Union School at the University of Wisconsin are greater than the capacity of the facilities again this year. Forty applications have been approved, and the committee has 10 more approvals to make. It appears that forty of the students attending last year will be back for the second year course. Numerous applications have been made for the 3 direct scholarships and the 1 scholarship fund. Reports on last year's students continue to increase the number of students that have entered full time credit union employment, and to improve their contribution to credit union work. Previous employers in a couple instances took steps to make their present employment much more attractive.

Bureau of Federal Credit Unions files unfavorable report with congressional committees on federal credit union bills HR 5258 and S 1641, which would permit federal credit unions to deposit up to 10% of their unimpaired assets and surplus in other-credit unions.

Thirty-nine additional prints of King's X film will go on the road this summer to bring the credit union story to rural people in 10 states. The films have been provided by the leagues in which the showings will be made. The plan was coordinated thru CUNA. The states participating are: Pennsylvania, North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Wisconsin, Michigan, and Indiana.

"King's X" now available at \$70 per print by vote of the National Board.

The Philadelphia Chapter of Credit Unions placed a full page ad in the Chamber of Commerce News, which goes to 6,000 employers in the area. Title of the ad is, "Credit Unions—12 Answers Every Employer Should Know About Them."

The Attorney General of New York has started an investigation of "debt adjusters" as a result of complaints that adjusters promised to pay off a man's debts for 15 to 25% paid in advance, but often did not pay the debts. Last year NY courts decided debt adjusters were not illegal . . . move is under way by some debt adjusters to have a model code of operation approved by banking department, with provision for regulation and examination of their business . . . In Wisconsin, adjusters are licensed and supervised by the Banking Department.

A bill allowing small loan companies to force purchase of credit life insurance by borrowers is the subject of sharp battle in the Colorado legislature. Household Finance Co. is opposing the bill; claims small loan companies should absorb the cost of the insurance; says small loan companies already get a high enough interest rate to cover their risks, and with credit life, would be getting interest on the premium plus 40-50% commission while insuring themselves against any loss. Opposition claims the commission runs only about 33% "normal in the business".

High ranking official reports on Indonesian Credit Unions:—Roesli Rahim, Chief of Cooperative Services, Ministry of Economic Affairs, Republic of Indonesian Embassy in Washington—visited CUNA last week. They report that there are about 7,000 credit unions in Indonesia, about half of these are of the multi-purpose type: a credit union combined with either a marketing co-op or a consumers co-op. Over six hundred of them handle produce instead of money but otherwise operate like credit unions. The Indonesia credit unions operate very much like the original Raiffeisen societies in Germany, even distribute 10% of their earnings for social work in the community. Total assets of Indonesian credit cooperatives are over 175,000,000 rupias or \$17,500,000. The Indonesian government lent the Indonesian cooperative movement 20,000,000 rupias in 1949. This has been repaid and capital now comes from savings of members, some from outside depositors. Mr. Rahim is on a round-the-world trip to study co-ops in the United States, Canada, Europe, and Asia.

Farmers Good Risks: Loss experience in financing farm equipment has been as low, or sometimes lower than the most favorable consumer credit experience, according to Herman Ebsen, vice president of International Harvester Credit Corporation. Even installment paper which banks would not take, has proved sound. His firm's losses on these "substandard contracts" during the last two years were approximately 0.18%.

U. S. Trends in Brief: Housing boom supported by easy credit, good supply mortgage money, rising incomes, and desire by better homes reports Wall Street Journal and Commerce Department. Machine Tool orders for April is 26.5% above same month last year, but down 16% from March. Steel production steady for the past month at about 96% of capacity compared to 71.2% a year ago. New car inventory 702,000 compared to 637,000 last month and 663,000 a year ago. Car sales show slight dip. Cost of living index down .1% in mid-April, which is first change in 5 months; housing, autos, clothes go down, while food, medical care, gasoline, and tires go up. Industrial output for April up 10% over same period last year, but a slight margin under March of 1953. Housing starts 9% over March which is less than the usual seasonable gain.

Canadian Trends in Brief: Department store sales for April were up 4.4% over a year ago. New housing completed is up 20% for first quarter of 1955 over same period last year. Farm net income loss 1/3 in 1954; poor crops blamed for 19% of the loss. Railway carloadings up 4.5% during April over previous year. Iron ore shipments down 31% for 1st quarter while month end stocks are up 29%. Exports up 12% and imports 10% for the first quarter of 1955 compared to same period last year. Business failures for 1st quarter up to 423 compared to 407 for same period last year.

# A Step by Step Campaign Brings 184 New Members in 15 Days

THE BOARD OF DIRECTORS of the Companion Employees Credit Union, of Omaha, Nebraska decided on a 15 day membership drive with George Reinhardt, vice president, as chairman. A plan was developed which offered prizes to the three members who could sign up the most new members during this period. It was also felt that a small gift to every employee who joined the credit union would be an incentive. A vinyl billfold was chosen as an appropriate gift.

The promotion of the drive got underway March 28 with the posting of "A Day To Remember" poster on all the bulletin boards around the office. This poster was intended as a teaser to develop interest in the drive.

On April 1st, the second bulletin, "Credit Union Membership Drive Begins Today", was placed on the board and was followed up during the afternoon "break" with announcement of the drive's details over the public address system of the plant. Employees were invited to stop by the credit union window and pick up membership application forms.

On Monday, April 4, the credit union's quarterly statements were mailed to the entire membership, including the pamphlet giving complete details on the drive and a sample membership application form.

The board of directors in scheduling their drive, took into consid-

## CREDIT UNION CONTEST



How would you like to have a new camera, or a set of steak knives, or a drink cooler for picnics? You would? Well, here's how.

The Credit Union is having a special membership drive which started April 1 and will run through April 15. The member who signs up the most new members in that period will win a Kodak Duaflex Camera outfit . . . the one Miss Credit Union, Mary Kersigo of MB Und., is holding in the picture. The runner-up will receive six Sheffield steak knives, and third prize is a Hamilton Scotch Kooler.

APRIL 1

A Date to  
Remember!

Watch this board  
for further details

APRIL 1

Credit Union Membership  
Drive Begins Today!

Share in the Benefits of  
Credit Union Membership

Join Today!

Drive closes April 15

HAVE YOU JOINED?

THE COMPANION EMPLOYEES CREDIT  
UNION MEMBERSHIP DRIVE CLOSES

FRIDAY, APRIL 15

and you must join by then to  
receive that quality moire-lined  
plastic billfold as a gift.

ACT TODAY!

## SPECIAL MEMBERSHIP CERTIFICATE

This is to introduce \_\_\_\_\_ who is entitled to participation in the special membership plan if enrolled before April 15, 1955. Under the plan, new members enrolled before the above date will receive as a gift a deluxe, moire lined plastic billfold, compliments of the Companion Employees Credit Union.

Member \_\_\_\_\_

eration the publishing date of their house magazine, *The CRISS-CROSS CURRENTS*, so that they could take full advantage and use the facilities of this magazine in the drive. As a result, they were able to get a picture and explanation of the contest and the prizes in the issue which came out April 8, in the middle of the campaign. During the contest period, the prizes to be awarded to the members were displayed in the showcase in a prominent position in the plant.

Another announcement was made over the public address system reporting on the progress of the campaign and reminding the employees that the last week of the drive was under way. Earlier on the same day, the third of the bulletin board announcements "Have You Joined?" was posted. When the drive closed, April 15th, reports showed that they had been successful in signing up 184 new members. The winners

of the drive were announced over the public address system, the following Monday. The winners were presented their awards by Irvin Wood, the credit union president, that same afternoon.

The presentation of prizes was covered by the *CRISS-CROSS CURRENTS* and a picture and story on the drive will appear in the next issue of the company magazine.

It was felt by the board of directors that the drive was very successful, and it is planned to conduct similar drives in future months.

### Wise Men Say

● Let us not be too prodigal when we are young, nor too parsimonious when we are old. Otherwise we shall fall into the common error of those, who, when they had the power to enjoy, had not the prudence to acquire; and when they had the prudence to acquire, had no longer the power to enjoy.—*Colton*.



William B. Tenney, Assistant Director of Organization and Education Department of Cuna, lectures to the field agents of the Extension Service of the Puerto Rico Department of Agriculture. These field agents are organizing and developing credit unions and cooperatives throughout the island. The nature of their work is similar to that of league and Cuna field staffs, so far as their credit union activity is concerned.

## 12 Things To Keep In Mind To Understand Today's World

1. Most of the people of the world live in Asia. The sooner we recognize this the better.

2. Most of the people are non-white. We must learn to live as a minority group.

3. Most of the people of the world are abysmally, abjectly poor.

4. Most of the people of the world are ill-fed, ill-housed, ill-clothed, illiterate, and ill. But illiteracy is not to be confused with ignorance. On a world wide campaign against malaria, tuberculosis, venereal disease, yaws, cholera, smallpox, and plague, the World Health Organization spends in a year only half as much as New York City spends to clear the streets after one snowstorm.

5. Most of the world is underdeveloped. It lacks tools, and methods of production.

6. Most of the world is non-Christian. We must learn to think in terms of Hindus, Moslems and others.

7. Most of the world is non-English speaking. We need new tools of communication.

8. Most of the world is either in revolution or has recently attained independence.

9. Most of the world lives under a different form of government, 'left' of where we are, and we are regarded as conservative or orthodox.

10. Most of the world differs from us. We must learn to associate differences with friendliness rather than hostility; no reason to assume all strangers are hostile.

11. Most of the world is closely interdependent. 'Going it alone' is not possible.

12. Most of the world is now working together in the United Nations. We must teach, nurture and strengthen internationalism and support the United Nations.

### True Words

- The most effective safety sign is on the side of a police patrol car.
- Medical men claim we are taller in the morning than in the evening. We've noticed we're shorter around the end of the month.
- Installment buying is a method invented to make the months seem shorter.



# How Your CUNA Ads Work for You

(Here are tools to help your public relations and member education. Special posters are available on request from CUNA Mutual Insurance Society.)

**Y**OUR CUNA ADS in magazines of nationwide circulation are carrying the good news about credit unions to every crossroads of the continent! Everywhere, new people are reading about credit unions, filling the mail with inquiries and getting others interested in starting a credit union of their own!

## You helped put the ads there!

You (like everybody else in the credit union movement) have a share in putting these ads in the magazines, to tell still more people about credit union. A small fraction of your dues and premium payments finance this program.

In 1955 alone, over 30 million families will see these advertisements about credit unions!

You are helping the entire credit union movement!

The credit union movement has grown so fast because everybody in the movement helped to make it grow! That's how we grew from a handful of members to 10 million strong in only 30 years. Yet this is only the start!

Right now (thanks to your help) we are growing at the rate of 2,000 new credit unions a year, bringing our benefits to more and more people who need help around the free world!

## Put them on bulletin boards

Let members and prospective members read the compelling story about credit unions. These ads will create interest and awaken more active participation in your credit union.

Give them to people who don't have a credit union.

One advertisement passed from hand to hand may bring more results than a thousand spoken words. Here in black and white are the basic facts people want to know, with an invitation to send for the complete story.

Show them to friends and acquaintances.

Don't miss a chance to spread the word about credit unions among the people you know. Show your friends the reasons why credit unions mean so much to so many people.

IT'S PART OF OUR AMERICAN TRADITION  
TO WORK THINGS OUT TOGETHER

### The Blockhouse

First homes in many pioneer areas were built within the protection of blockhouse forts. Working together, the families were strong against trouble.



## How today 10 million of us ward off money troubles

**WORKING TOGETHER** is the American tradition that enabled certain groups of people in our country to secure a considerable degree of protection against money troubles.

These groups are called credit unions. There are more than 20,000 of them in America... with almost 10,000,000 members.

A credit union is simply a group of people with some common bond, such as employment in the same company or membership in the same church or club, who operate their own borrowing and savings system under a proper plan. All credit unions are chartered and supervised by federal or state agencies.

This plan was started over 100 years ago when a group hit upon the simple expedient of putting their savings in a common fund which could be used to help those who needed money for emergencies or any other prudent purpose.

That's still the way credit unions operate today. The members save their money together a little at a time whenever they can. Having no investment and much more by the accumulated amount of the credit union usually right in the plant or office and by good returns on the money.

But the greatest service of the credit union is to provide a ready source of understanding credit money for which people working together can improve their living standards without getting financial difficulties. Loans are made at low rates, usually in addition to borrowing for emergency purposes, members find it's cheapest

to get a credit union loan and handle major purchases with credit.

The credit union saves this to democracy in action—people working things out together with dignity of spirit. Management, labor, church and government all benefit under credit unions. Accidents averted by a company with 50 or more employees, or belonging to a church, lodge or other group can help get a credit union started. One person interested about credit unions can easily be the movement of great good to himself and hundreds more who he works or lives.

**SEND FOR FREE BROCHURE** Just write and say, "I'd like more about credit unions." Sign your name and address and mail to: Credit Union Dept., 100, Box 57, Madison, Wisconsin.

This Ad appears in Life — May 9, 1955

Send them to employers who might be interested.

Busy bosses, officials, and community leaders often need only a reminder to get started on a credit union. These men always read their mail, even the ones who are too busy to read their magazines.

## CUNA Magazine Advertising Schedule for 1955

**Time:**—May 9, June 20, August 1.

**U. S. News & World Report:**—May 27, July 1, August 19.

**Reader's Digest (U. S. Edition):**—June, August, October.

**Life:**—May 9, June 13, July 11.

**Financial Post:**—April 16, 23, & 30; May 7, 14, 21, & 28; June 5, 11, 18, & 25; July 9, 16, & 23; August 6, 13, 20, & 27.

**Monetary Times:**—May, June, July.

**Canadian Business:**—May, June, July.

**Reader's Digest (Canadian English & French):**—May, June, September.

**Time:**—May 2 & 16; June 6 & 20; August 8 & 22.

# A Sailor from a Tramp Steamer Finds a Cargo of Understanding

By Cy Harding

THERE ARE ADVANTAGES to living anywhere. Yes, even here, in a company town on the mountainside, where the only directions to move are up or down, and the roads end naturally at the incinerator at one end and the screen house at the other, and the daily departure of the Union boat delays all hope of reprieve for another twenty-four hours, even here there are occasional rewards.

More or less frequently an ocean freighter docks. A clean, trim passenger-freighter. A dirty tramp steamer, from which one expects a cargo of "road rail, pig lead . . . and cheap tin trays". Some times it's a Greek boat and very occasionally one from the Panamanian Registry. All of them taking pulp from the ends of the machines here and carrying it to the ends of the earth.

The other day the Laurentian Forest came in. The conditions aboard were about the worst of any ship that has docked here in the last ten years. The crew were glad to taste home cooking—and the people here were glad to break the monotony of the crew's existence.

The evening before she left, one of the crew came to our house to hear some recordings. We talked too. Of credit unions, of course. "We have them at home," he told us. "Very good to have them. People learn to work together in them. People learn to work together and the world have peace." His brown eyes glowed as he spoke. He had opened the full vista of the possibilities of cooperation. He, truly, had heard the voice.

And, there in the living room, listening to the voice of a great American tell of the oneness of mankind, emphasizing the likeness and not the differences. Singing the folk songs of all peoples, the four of us, the South Londoner, the Saskatchewan farm girl of Finnish descent, their New Westminster born son and the guest from Somaliland, felt their differences disappear. Gone were the accents and inflections, gone were the colors of the skin; we were four human beings, four credit unionists, four co-operators with a common bond.

He had to get up at six the next morning because he was a shift fire-

man. It was after midnight when we suddenly realized the time. As he went down the steps from the house, his voice drifted back to us: "If we come back, I'll come right up."

When he comes back can we tell him that every one of our Credit Union members are bringing others to learn to work together just as he, in the different parts of the world, is spreading the word?

—B. C. Credit Unionist, Vancouver, British Columbia.

## Credit Union Idea Popular In Mexico

GOVERNMENT OFFICIALS, educators, business executives, and ministers who discussed credit unions with Marion Gregory from CUNA Public Relations Department showed interest in credit unions during his recent visit to Mexico.

Howard Holroyd at San Luis Potosi, Mexico, for 25 years with the Christian Church mission said farmers in the area must pay 10% per week for loans to finance crops.

Top government officials indicated support for credit union legislation, and admitted that credit unions were needed. Staff members of the Interamerican Labor Office seemed anxious to help spread the credit union idea in Mexico.

There is a law that provides for credit associations for small business men, industries, and for agriculture. However funds from government and bank loans provide these associations with about 90% of the capital.

There are 60 Cajas Populares which operate like credit unions without the benefit of law. These societies were initiated by Rev. Manuel Velasquez and Rudolpho Escamilla who studied credit union in Nova Scotia and at Filene House in Madison. Mr. Gregory visited a taxi drivers' credit union with assets of 6,000 pesos. Their money was on loan for the typical credit union purposes.

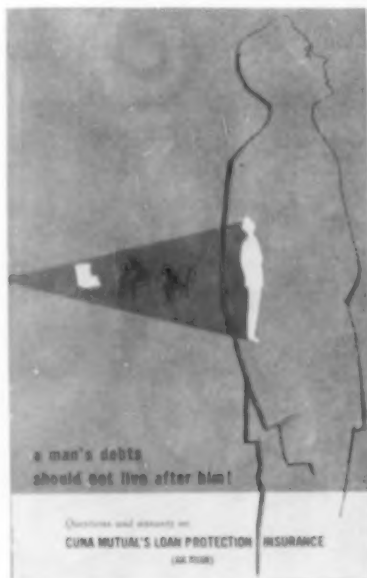
## Also in the Animal World

WHILE A FARM GIRL was milking a cow, a bull tore across the meadow toward her. The girl did not stir, but continued milking.

Observers, who had run to safety, saw to their amazement that the bull stopped dead within a few yards of the girl, turned around and walked sadly away.

"Weren't you afraid?" they all asked.

"Certainly not," said the girl, "I happened to know this cow is his mother-in-law."



### Something New

CUNA Mutual Insurance Society announces the release of two new, 12 page, colorful, illustrated folders on Loan Protection and Life Savings insurance.

These folders are designed to give directors of a credit union the desired and factual information that they need to know when deciding to purchase CUNA Mutual Loan Protection and Life Savings insurance.

# What About It?

*Write us about your credit union problem or your version of the problems and answers that follow.*

## Security for Loans

What types of security are most generally used by credit unions?

ANSWER:

The types of security used by credit unions are numerous. The most common forms used are listed, as follows:

1. Character is the key and prime factor of any credit union loan.

2. Shares or deposits in the credit union.

3. Co-signers or co-makers on the note who guarantee to pay the loan if for any reason the maker defaults.

4. Chattel mortgages on household goods or particular articles of merchandise purchased, such as an automobile, refrigerator, radio, etc. In some states and provinces instruments such as bills of sale or conditional sales contracts are used when chattel mortgages are not permitted as security. Check with your league for specific information.

5. Real estate. Again check with your league for specific information.

6. Assignment of savings account stocks, or bonds, etc. This does not include war or defense bonds (Series E, F and G), as they may not be pledged against a loan.

7. Cash or surrender value on life insurance.

## Chapters Are Important

What is the position of the chapter in the respect to local credit unions, the league and CUNA?

ANSWER:

These are informal, voluntary associations of credit unions in each city or county. They meet monthly to exchange ideas and experiences, and improve the quality of credit union service in the area. An important league activity is the organization and sponsorship of local credit union chapters. A number of chapters sponsor training programs and institutes for credit union officers. They also encourage their members to go out and organize new credit unions in the area, and they offer help and counsel to these new credit unions.

Each fall, chapters sponsor the

celebration of International Credit Union Day on the third Thursday of each October. This holiday, inaugurated on the 100th anniversary of credit unions in 1948, is observed as a "day of thanksgiving" for the credit union privilege, by credit union members all over the world. In 1955 Credit Union Day falls on October 20th. There are now 335 credit union chapters in the United States and Canada.

## Full Loan Balance Covered

Our credit union has a loan protection contract (AA) with CUNA Mutual Insurance Society. One of our borrowing members has become permanently disabled. The question has arisen as to whether or not we should apply his shares to the loan balance before submitting the claim. We would also like to know how this applies in the event the claim results from the death of a borrowing member.

ANSWER:

In case of total or permanent disability or death of one of your borrowing members, a claim should be filed for the full amount due your credit union at the time of each total and permanent disability or death. The shares of the borrowing member should not be deducted from the outstanding loan balance prior to filing a claim under your CUNA loan protection contract (AA).

## CUNA Bonding Department Questions and Answers

*(These are selected and edited questions from letters and meetings, answered by the staff of the CUNA Bonding Department.)*

Our credit union purchased a 100% - 576 blanket bond program on the basis of assets between \$100,001 and \$125,000. The bond has been in effect 7 months and our assets have now passed a total of over \$125,000. Should we report each time the assets change brackets according to the rate schedule for a premium adjustment?

ANSWER

To meet bonding requirements, it is only necessary to report the

total assets of the credit union annually on the anniversary date of the bond. A notice is sent to the credit union from CUNA Bonding service approximately 60 days prior to the annual anniversary date requesting the asset information. If the bond is on a 1 year basis it will be renewed based on total assets. Three year bonds are also reviewed annually on the anniversary date and any necessary adjustment in premium is billed pro-rata for the adjustment only.

The total assets of our credit union are over \$1,000,000. With the 100% bond program do we base coverage on the total amount of true assets?

ANSWER

The total coverage limits on any 100% - 576 blanket bond is a maximum amount of \$1,000,000 no matter what the total amount of credit union assets are. The \$50 additional premium for each \$1,000,000 of assets or fraction thereof over the schedule maximum is based on the theory that there is a greater possibility of maximum loss under the bond.



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15c each

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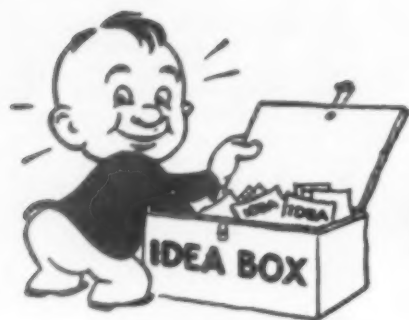
A modern-day parable, bringing the lesson of thrift to life in unforgettable terms! Should be passed on from parents to children.

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# Idea Exchange

THE CREDIT UNION BRIDGE suggests:

1. that you mark and use the ideas which attract you.
2. that you adapt them to conversation, pay inserts, circulars, blotters, posters, and house organs.
3. that illustrations be reproduced by tracing, photo-offset, or photo engraving.
4. that each release contains full directions as to where and when credit union service is available.

Please send copies of all your publicity material to The Credit Union Bridge. Your participation in the Idea Exchange is helpful to other credit unions and sincerely appreciated.

## "So You Don't Need The Credit Union?"

"Let's put it this way! How many people in your immediate circle of friends pay cash for a car, a new freezer or other major appliance? Well, THEY need the credit union. Surely they do not save up the money needed for a purchase of any consequence in an old shoe under the bed!

Now, how many people do you know who have purchased a new car or some other major item partially on credit? THEY need the credit union because of the attractive features of credit union financing including low interest, no minimum charges, loan protection and other advantages.

So that leaves the person who NEVER borrows, the one who never saves, but just goes along life's merry way like a grasshopper—feasting in plenty and starving in want. That person needs the credit union most of all. For himself and for his community—to establish the habit of thrift and to learn to save for a rainy day.

"Now—who is left who does not need the credit union?" *Contributed by Portland Teachers Credit Union, Portland, Oregon.*

## Who's Boss

LAST MONTH member Leland Smith bought a car. He had some money but not enough. He needed \$437 more. "I want to finance the balance at my credit union" he told the dealer. "We don't fool with credit unions" was the dealer's reply. Now Leland is no laggard but he didn't seem to realize then that he was boss. So he acquiesced when the dealer called A.....Finance Company. They made him the loan but—

(1) charged him 6% interest, (2) sold him a stock company car insurance policy on which they receive a 20% rebate of the premium, (3) furnished no loan protection insurance against his disability or death, and (4) added on to the original interest cost of 6% additional charges and fees called loan charge, dealer's reserve, chattel fee, chattel charge, credit bureau charge and other miscellaneous charges amounting in all to \$123.20. This amount plus the \$120 insurance premium meant that Smith got stuck for \$243.20. That is more than half the amount Leland was loaned. That is the reason he should have asked the dealer, "Who's boss?" He might have added, "If you don't fool with the credit union I don't fool with You". A few days before the first payment was due Smith refinanced his loan at the credit union, secured collision insurance from a mutual company at a substantial savings in premium, received loan protection insurance against disability or death at no additional cost and his first payment was made payable one month from the date of the new loan. "Even though the finance company's rebate schedule is not liberal I still saved over \$100 by refinancing at the credit unions", said boss Smith. When you next buy a new or used car take Smith's advice and tell your dealer who's boss. Tell him you want to finance your car at the U. S. Courthouse Credit

Union. Give him the credit union's telephone number: 42-5462. Call it yourself for confirmation and come to Room 401 later to complete your application. Office hours are 12 to 4 p.m.

—Contributed by the U. S. Courthouse Credit Union, Nashville, Tennessee.

## This We Believe:

1. A credit union is organized for the economic betterment of its members through the promotion of thrift habits and wise use of credit.

2. The cost of organization is never as great as the lack of it.

3. Each loan application should be based on its own merit.

4. A credit union is economic democracy; each member, one vote. (It is an association of persons rather than dollars.)

5. Because we have been given much, we, too, shall give! (Part of every credit union income dollar should be used to give the credit union idea to those who do not now have it.)

6. Last but not least: "A credit union may become big; it should never become biggety."

—Contributed by Florida Credit Union League.



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# I Believe In Church Credit Unions Because I Have Seen What They Can Do

By Rev. Allen R. Huber

**D**ID YOU EVER read something that made you want to act at once? Some time ago I read a story by a great preacher in Washington, D.C. about an acquaintance of his who was in poor health because he couldn't afford an operation. He concluded his article by saying that he wished he knew some way to help his friend. I wrote him immediately and suggested that he organize a credit union in his church and help the man. How could I be so positive about it? Because I have seen what church credit unions can do.

You see, I was sent as a missionary to the Philippines in 1926. On every hand I found good people burdened down with debts. I racked my brain trying to find a lever to lift them out of poverty. Then I came home on furlough and a friend told me about the credit union idea. I knew I had found my lever.

I was called to the First Christian Church at Frankfort, Indiana, in 1932. That was right in the depression years. In this congregation of one thousand members there were some four hundred making less than a living wage. They were losing their homes and were in dire straits. Something had to be done. I suggested that we organize a

church credit union. We organized and applied for a state charter. But the state refused to grant it on the grounds that the credit union was not church business. Claude Orchard had just been called to Washington to head federal credit unions. I wrote him and he assured me that if we would make application for a federal charter it would be granted us. We filed immediately and received Federal Charter Number 34. This credit union ran right through the depression and is still going strong.

In 1937 we were asked to return to the Philippines. Since I now had a Christian economic lever, I wrote President Quezon, was assured of his interest in credit unions and went back to help.

In 1938 we organized the first credit union in the Philippines in the Christian Church at Vigan, Ilocos Sur. This credit union was closed during the war, but re-opened as soon as possible after the war and is still serving. Out from Vigan we organized some thirty credit unions among the churches before the war broke out in 1941. We were prisoners of war for thirty-eight months, but returned to the Philippines in 1947 and started again to organize credit unions. By this time

the government had seen the value of the credit union and lent us their facilities. Together church and government organized 125 credit unions by 1951 and these had made loans of \$625,000 to their members.

Some eighty of these were church credit unions.

In 1951 my health broke in the tropics and doctors at Mayo Clinic advised that I must work in the temperate zone. I began my work at the Christian Church in Jackson, Ohio, on September 30, 1951. On January 16, 1952 we organized our Jackson Christian Church Federal Credit Union. We began with eighteen members and some fifty dollars in shares. As of January 1, 1955, we have 134 members, and have made loans of \$25,000 to our members. We have paid old debts, hospital bills and college expenses; we have helped our members buy refrigerators, television sets and automobiles; we have helped them repair their homes and make down payments on new homes. We have learned to help our brothers by helping ourselves in the credit union way.

Brother Simon Z. Rivera, aged evangelist in San Pablo, Laguna, Philippines aptly described a church credit union when he said, "The Vigan Credit Union was the outstretched hand of God to me in my need."

## Credit Union Romance

It was evening quite late  
And the end of my date  
With the beautiful blonde secretary.

Of wild rapture and bliss  
I concocted a kiss  
And proposed that the two of us marry

But the fair Genevieve  
Wore no heart on her sleeve.  
She asked: "How is your bank account, dearie?"

From my pocket I took  
My C.U. passbook,  
And inquired: "Does this answer your query?"

It did. So we'll wed.  
And our plans, laid ahead,  
Suggest life pretty much cash and carry.

Deep waters we'll cross  
Without worry or loss,  
A Credit Union loan as the ferry.



**New Connecticut League Building**

The Connecticut Credit Union League, Inc. formally dedicated their new league office building in Kensington, Connecticut on May 21, 1935. The dedication speech was made by Roy F. Bergengren, Managing Director Emeritus of CUNA.

# A Favorable Experience

## From Owning Our Own Building

By Roy C. Marshall

LATE IN 1951 our Board was informed that the office suite that we then occupied with a lease that ran until February, 1954 was in jeopardy due to the building having been sold.

The new owners wanted the entire building by November, 1952 and intended to revamp the whole interior before taking over early in 1953.

Our Board canvassed the situation thoroughly as to the desirability of leasing other quarters. Also taken into consideration was the idea of buying and building to suit our needs. Inasmuch as we then were in our sixth location in 16 years the first alternative was ruled out.

Our survey showed that buying property and building was out of the question due to the lack of suitable property and the gambling on building costs.

It was then seriously considered that we buy an existing building that might come somewhere near meeting our present and future needs.

We contacted one of the leading real estate firms in the city to represent us and after several leads we finally selected our present building as the best buy from all angles.

All this lead us from extreme confusion early in 1952 to in less than 60 days the acquisition of what is now considered one of the finest appointed credit union offices in the country.

### Added Prestige

Our open house was held in September, 1952. Credit unions throughout Michigan and adjoining states visited us. Bank officials, insurance officials and many business men came, saw and complimented our board of directors on the foresight we had displayed in going all out in giving our members a building we should be proud of.

However, we were more interested in the reaction from our own members. The response was beyond all our fondest hopes.

They would drift in and look around and say, "do you mean we

own this building." When informed it was a fact they would look astounded and strut around examining each feature of the office. One was heard to say, "I always hoped we would have a presentable place to do business in, but I did not dream it would be as nice as this."

From the time we opened our new office the respect in which our organization was held increased tremendously. Not only did our members appreciate their credit union more, but potential members who had held back came forward and told us they were ready to join as we had proved our stability. Employees of our members who had looked upon us as a sort of "loan society" now agreed that we had reached our majority and were doing the sort of job they had hoped we might do.

### Assets Increased

In the first nine months in our own building, our share deposits increased well over \$500,000 to

nearly \$2,500,000. In the same space of time our outstanding loans increased \$300,000 to well over \$1,500,000.

Our total assets at the end of April, 1955 will show \$4,253,820.

It is true some of this was natural growth and increase publicity, but a large share of it is due to the increased interest and admiration on the part of our members and potential for the splendid business acumen displayed by fellow workers in the printing industry.

That "run-of-the-mine" folks who worked daily for a living could in their spare time so manage and operate their own bank excited interest in quarters we never dreamed of.

May I say in closing that our DNICU was state chartered in 1935. It was never subsidized in any manner, never has had payroll deduction. 90% of our business comes into our one office either in person or by mail.



### CUNA TOUR 1954

Members of the CUNA European Tour gaze at scroll listing American Servicemen killed in the European Theater during World War II. The scroll is located in Westminster Abbey, London, England. Left to right: Sid Stuhl, New York; Dr. Carl Ege, Michigan; Mrs. H. L. Rodney, California; Ned Railing, New Jersey; J. Martin, North Carolina.



April Produces

# 160 New Credit Unions in 41 Leagues

by W. B. Tenney

Assistant Director, Organization and Education

**D**URING APRIL there were 160 new credit unions reported by 41 states and provinces. This is 59 less than the number reported during March and there was one less state reporting than there was during March.

As previously reported, there is a change in the method of reporting and comparing statistics in the New Credit Union Drive. The only goal listed will be that for the entire year as an international effort, and the figure has been set at 2200. The districts and various leagues will be listed each month, and the figures shown will be: (1) Number reported for the current month (2) Number reported in the same month last year (3) Number reported in fiscal year to date (4) Number reported in same period last year. It is our hope that each league and district will make a particular effort to equal or exceed their previous year score.

Ontario took over first place honors for the month, with a score of 15. Illinois carried away second place with 13; Texas wound up in third place spot again this month with 12. California and New York tied for fourth place with 10 each, and British Columbia and Ohio rounded out fifth place in a tie with 9 each.

Casualties ran high among the junior members of the One-or-more-each-month club during April. District of Columbia, Idaho, Massachusetts, Minnesota, Mississippi, Montana, New Mexico, North Carolina, Wyoming, and Jamaica dropped from the ranks of junior membership during the month, leaving the following junior members still racing toward senior membership at the end of next February: Alabama, Arizona, Colorado, Connecticut, Georgia, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, New Jersey, Oklahoma, Oregon, South Carolina, Tennessee, Washington, Wisconsin, Hawaii, Puerto Rico, British Columbia, and Quebec.

The senior members of the club (California, Ohio, Texas, Illinois,

Michigan, Florida, Missouri, Ontario, Pennsylvania, and New York) each added another month to their string, and we sincerely hope that they will be able to retain that fine record.

None of the districts were able to equal or exceed their score for the same month last year during April of 1955.

## Volunteer Organization

The report of the National Director Honor Roll lists only the Directors and Alternates who are non-employees or part-time managing directors. The period covered by the 1954 Honor Roll closed on April 30, and there were a total of 87 credit unions organized by 34 directors and 9 alternates.

The 1955 Volunteer Organizers Contest is under way, and we have a total of 19 contestants who have entered their names. Seven of these contestants have reported a total of 9 credit unions in the first two months of the new contest.

Right now is an ideal time to enter the contest, while it is just getting started. Every contestant can win a prize, and the contest runs from March 1, 1955 through February 29, 1956. Every contestant who organizes one or more credit unions will receive a gift copy of "Liberal's Progress", the biography of Edward A. Filene, written by Gerald W. Johnson, unless awarded one in a previous contest. In the event a contestant has previously been awarded one of these books, he will be given a choice of the following books — "Crusade", by R. F. Bergengren; "The Poor Man's Prayer", by George Boyle; or "Credit for the Millions", by Richard Giles. Contestants who organize five or more, other than the winner of first place, will receive an award of \$50.00. The contestant who organizes the greatest number of credit unions will receive a truly worthwhile first prize. He or she will have a choice between:

1—A check for \$100, or registration fees (value \$120) paid to attend

the 1956 two weeks School for Credit Union Personnel at the University of Wisconsin in Madison; or a Lord or Lady Elgin wristwatch suitably engraved.

2—Expenses to attend the CUNA Annual Meeting in Milwaukee, Wisconsin, in May, 1956, or expenses to attend the School for Credit Union Personnel, 1956 session.

In event of a tie for first place, each contestant so tied will receive the No. 1 above, but the contestants so tied will be rated according to the following categories in regard to No. 2: (1) Number of league members among the credit unions organized (2) Number of CUNA Mutual Loan Protection contracts among the credit unions organized

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(3) Number of CUNA Mutual Life Savings contracts among the credit unions organized (4) Number of CREDIT UNION BRIDGE subscriptions among the credit unions organized. The order listed is the order of significance. If contestants remain tied all through the above categories, then each would receive the complete award.

Enter the contest right now—today! Follow these simple rules:

- 1—Send a letter or postcard to T. W. Doig, Managing Director, Credit Union National Association, Post Office Box 431, Madison 1, Wisconsin, stating your desire to enter the contest, and listing any credit unions you have organized since March 1, 1955.
- 2—Soon after the organization of each additional credit union, advise Mr. Doig of that fact by letter or postcard.
- 3—On or before March 31, 1956, send Mr. Doig a complete list of the credit unions you have or-

ganized during the contest period. With your letter of entry, ask for the free Volunteer Organizers Kit of useful material to help you with your work.

## Employee Research Project Rates C. U. Service High

ALABAMA DRY DOCK & SHIPBUILDING Company, Mobile, Alabama rates high among firms looking after workers' needs. "How much service do we give to our employees?" served as the frontpiece of a survey made by a national research organization, which pointed out that many firms neglect the fact that workers have needs that can be handled for them as a means of giving them a greater interest and enthusiasm in their work.

"The fact of an employee credit union being maintained won outstanding interest from the researchers, as they disclosed that nothing can be more important to workers than to have the means of systematic saving and the availability of

loan service for emergency and other uses.

"By comparison, the Addscio Pinto Credit Union plan is one of the outstanding in its class, because the service it offers employees here is complete in every respect. Loans are made available to workers for all needs, including the purchase of automobiles, appliances, etc., and home mortgages.

"The additional protection offered borrowers by the credit union having all loans properly secured and insured against death or disability was considered by the researchers as the "tops in such employee service."

Summing up the positive checks on the list that indicate whether or not a company is interested in the welfare of its workers, Addscio scored on almost every point of value of its workers, and in matters of safety and hospital service, as well as many other personal services given by department heads, the conclusion should be that little is left undone to make Addscio employees a well-contented group of workers.

# STATISTICAL REPORT

AS OF APRIL 30, 1955

## District Standings

District	1955 1954			
	Fiscal Fiscal			
	Apr.	Apr.	Year	Year
	1955	1954	Year	Year
Central	25	34	73	81
Midwestern	8	9	20	26
Canadian	35	39	60	72
Northeastern	19	17	49	55
Western	22	27	35	51
Eastern	19	29	43	68

## League Standings

### CENTRAL DISTRICT

Glen R. Cotts, Michigan, O & E Committee Member				
Southern	32	46	83	96
Indiana	1	2	10	8
Wisconsin	3	3	6	9
Illinois	13	7	32	27
Michigan	8	22	25	37

### MIDWESTERN DISTRICT

W. O. Knight, Jr., South Dakota O & E Committee Chairman				
H. E. Wingstad, Nebraska O & E Committee Member				
Missouri	2	4	9	5
Kansas	4	0	5	4
Minnesota	0	1	2	3
South Dakota	1	0	1	1
Nebraska	0	0	0	1
Iowa	1	3	2	6
North Dakota	0	1	0	6

### CANADIAN DISTRICT

H. M. Daley, New Brunswick, O & E Committee Member				
Br. Columbia	9	0	11	5

Alberta	6	0	6	0
Quebec	5	7	9	14
Ontario	15	29	34	50
Manitoba	0	0	0	0
New Brunswick	0	0	0	0
Newfoundland	0	0	0	0
Nova Scotia	0	0	0	0
Prince Ed Isld.	0	0	0	0
Saskatchewan	0	3	0	3

### SOUTHERN DISTRICT

Henry Claywell, Florida, O & E Committee Member				
Louisiana	2	1	9	2
Puerto Rico	5	0	7	0
S. Carolina	2	1	5	2
Kentucky	1	1	5	2
Texas	12	16	27	25
Alabama	2	1	6	6
Oklahoma	1	0	4	2
Georgia	3	3	6	6
Arkansas	2	2	2	3
N. Carolina	0	2	1	3
Dominican	0	0	0	2
Republic	0	0	0	2
Mississippi	0	2	1	4
Tennessee	1	0	2	6
Jamaica	0	7	2	7
Florida	1	10	4	26
British				
S. America	0	0	0	0
Canal Zone	0	0	0	0
Dominica	0	0	0	0
Virgin Islds.	9	0	0	0
British				
Honduras	0	0	0	0

### NORTHEASTERN DISTRICT

Boris Blumenthal, Maine, O & E Committee Member				
Massachusetts	0	0	6	5
N. Hampshire	3	1	3	2
Rhode Island	1	0	1	1
Maine	2	2	4	8
Connecticut	3	5	6	12
New York	10	9	20	27
Vermont	0	0	0	0

## WESTERN DISTRICT

W. G. Lonergan, Washington, O & E Committee Member				
Wyoming	0	0	2	0
Arizona	1	2	6	5
Washington	3	1	5	5
Nevada	2	0	2	2
New Mexico	0	1	2	2
Hawaii	1	0	2	2
Idaho	0	0	2	2
Alaska	0	1	0	1
Utah	0	2	0	2
Colorado	3	2	6	10
Montana	0	3	4	8
Oregon	2	5	4	12
California	10	17	25	44

## EASTERN DISTRICT

J. A. Flannery, New Jersey, O & E Committee Member				
Ohio	9	9	18	17
District of				
Columbia	0	0	1	1
Maryland	1	0	1	1
Delaware	0	0	0	1
Virginia	2	4	2	5
W. Virginia	1	2	1	4
Pennsylvania	4	7	14	20
New Jersey	2	6	6	19

## 1954 National Director Honor Roll

J. L. Bammerlin, Ariz.	1
C. Frank Pratt, Calif.	8
H. M. Cawley, Colo.	1
C. O. Cherry, Colo.	2
Vernon Hall, Conn.(A)	1
H. A. Iversen, Conn.	1
L. B. Kilburn, Conn.	1
Rev. J. H. Steele, D. R.	16
E. E. Attwood, Fla.	27
J. P. Jensen, Hawaii	1

Lee Cupp, Ind.	2
H. E. McArthur, Ill.	1
W. J. Bruenderman, Ky.	1
D. T. Woodard, Ky.	1
Harold Moses, La.	1
O. K. Pickels, La. (A)	1
Edward W. Hickey, Md.	1
C. H. Camille Whitehead, Mass.	1
J. T. Farrell, Minn.	1
Oliver C. Statham, Minn.	1
Harold E. Wingstad, Neb.	1
Oliver K. Palm, N.Y.(A)	3
Samuel W. Raych, N.Y.(A)	1
Sidney H. Wexler, N.Y.	1
Carl M. Assen, N. D.	1
John V. Nation, Ohio	1
A. P. Quinton, Ont.	2
Earle Reed, Ont.(A)	2
Arthur Gulley, Ore.	1
James J. Girvan, Pa.	1
J. W. Ryan, Que.	2
W. O. Knight, Jr., S.D.**	2
W. E. G. Godwin, Tenn.	1
C. S. Niles, Tenn.(A)	1
Harold L. Peterson, Tenn.(A)	1
S. D. Jackman, Tex.	1
H. T. Sanderson, Tex.(A)	1
Karl Little, Utah**	6
Myron Steele, Utah(A)	5
Rex J. Winchester, Utah	1
Frank H. Beard, Va.	6
Sidney C. Day, Jr., Va.	1
Wm. A. Clark, Wis.	1

(A) Alternate Director  
\*\* Parttime Employee

## 1955 Volunteer Organizers Contest

L. P. Davis, Tex.	2
James R. Taylor, Mont.	2
Mrs. Lillian Bigham, La.	1
O. F. Burgdorf, Tex.	1
O. L. Cannon, Tex.	1
Edward W. Hickey, Md.	1
George W. Scott, Ont.	1

# Keeping Posted on

## CUNA Supply Cooperative

by E. R. Brann

LOW COST insured credit union loans are in constantly increasing demand. A growing number of credit unions are finding that the borrowing needs of their membership exceed the aggregate of their supply of share account funds. In order to be able to satisfy their members' loan demands, credit unions are deeply interested in developing programs which will accelerate share account growth.

Savings activity may be increased by encouraging over-the-counter deposits, payroll deduction, or the use of coin banks and other change receptacles, provided: that the saving is done *systematically*. Perhaps no single savings device is more conducive to the development of systematic savings habits than your CUNA Supply Cooperative's plastic calendar bank. This attractive 3 3/4" x 4" x 1 3/4" device is an invaluable educational aid and a constant silent reminder of the passage of time. It will patiently wait until 8 A.M. for its formula of a coin each day plus an additional 25 cents at the beginning of each month. But without its formula it will not budge. A large "conscience" slot at the back of the bank serves as a supplementary repository of larger coins and folded bills.

The calendar bank has been found to be such an effective and reliable share account builder that many credit unions have abandoned the direct sales method in favor of a system of distribution of their own innovation.

One new method of calendar bank distribution is that adopted by the CUNA (Hamilton) Credit Union, Ltd. Members receive banks free of charge upon signing a pledge and authorization promising to save 10 cents per day plus 25 cents each month for one year and authorizing the credit union to deduct the full cost of the banks from their share accounts if the pledges are not kept. At the expiration of the year the banks become the property of the pledge observing members whose share accounts will have grown by a minimum of \$40.20 (calendar bank months are all 31 days long). Members persevering for the initial

savings year generally by far exceed their minimum savings goal, soon develop the practice of making additional side deposits and find that they have made substantial progress toward becoming habitual savers.

## Vacation Safety Hints

C'MON IN—WATER'S FINE . . . but don't swim for at least two hours after a hearty meal. Never swim alone, even if you're Olympic-calibre. With swimming, it's especially smart to be sociable. Forget the endurance and long-distance stuff; "show-off" swimmers get their names in the papers, but *they* don't know it! Dive only in areas that you know are safe.

## Coming Events

June 2-4—North Dakota Credit Union League annual meeting, Plainsman Hotel, Williston, North Dakota.

June 4-5—Montana Credit Union League annual meeting, Northern Hotel, Billings, Montana.

June 10-11—Washington Credit Union League annual meeting, Mork Hotel, Aberdeen, Washington.

June 10-11—Alabama Credit Union League annual meeting, Thomas Jefferson Hotel, Birmingham, Alabama.

June 17-18-19—New York Credit Union League annual meeting, Syracuse, New York.

June 24-25—British Columbia Credit Union League annual meeting, U.B.C., Vancouver, British Columbia.

June 26-27-28-29-30—Prince Edward Island Credit Union League annual meeting.

September 16-17—Indiana Credit Union League annual meeting, Claypool Hotel, Indianapolis, Indiana.

September 16-17—Wisconsin Credit Union League annual meeting, Eau Claire Hotel, Eau Claire, Wisconsin.

September 24—Maine Credit Union League annual meeting, Calumet Club, Augusta, Maine.

November 4-5-6—California Credit Union League annual meeting, Ambassador Hotel, Los Angeles, California.

## Something New For French Car Buyers

THE 41ST INTERNATIONAL AUTO SHOW in Paris had something new to offer French motorists in addition to latest in design and engineering: a time payment plan. Renault came out with a 25-month installment contract, which provides delivery of the car after the eighth payment is made. May be a good sign of change in the European cash-only tradition.

## True Words

The art of living does not consist in preserving and clinging to a particular mood of happiness, but in allowing happiness to change its form without being disappointed by the change, for happiness, like a child, must be allowed to grow up.—Charles L. Morgan.



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GIVES BRIEF, SIMPLE STEP-  
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With "CREDIT UNION AUDITS", supervisory and auditing committee members can do a better, more accurate job than ever before. Yet they will actually save work, save time, save trouble in keeping records!

"CREDIT UNION AUDITS" is heartily endorsed by supervising officials of the credit union movement and the Credit Union National Association. Each year, order one copy for each committee member, and one for permanent file record.

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3. free systems book



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# *h*ere's how credit unions lick accounting costs and hours

Successful Credit Unions team Burroughs Sensimatic Accounting Machine with a Burroughs Credit Union Accounting System. Here's why:

Let's take a look at Burroughs Sensimatic first. It handles all your accounting jobs . . . posts share and loan ledgers with either passbook or statement . . . automatically calculates and posts paid-in shares . . . automatically computes share months for dividends. What's more, a simple key flick converts your Sensimatic to a convenient adding-subtracting machine for miscellaneous tasks. Sensimatic is so fast and simple that the efficiency of inexperienced operators is quickly improved.

And now the Burroughs Systems. Developed for either payroll or window plans these systems are especially created for credit unions by accounting experts. They take full advantage of Sensimatic's speed and versatility. Both the Bureau of Federal Credit Unions and the Credit Union National Association have endorsed them.

Take advantage of the savings of a low-cost Sensimatic accounting machine and system. Call our representative for a demonstration or write to Burroughs Corporation, Detroit 32, Michigan. In Canada: Burroughs Adding Machine of Canada, Limited, Windsor, Ontario.

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Please send me a copy of the booklet "For the First Time—Low-Cost Speed and Efficiency in Credit Union Accounting."

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TITLE

CREDIT UNION  CU-97

# Why Charles Hall Became A Volunteer Organizer

(This is Mr. Hall's answer to our question on how he became a member of Founders Club.)

THREE THINGS influenced me in the credit union movement. I had been on the legislative committee of the Denver Principals and Directors Association and while at the legislature I came upon the Credit Union Law for the State of Colorado which had just been enacted. I was much impressed by the possibilities of such an association but like so many others I did not do anything about it with our employees at the time.

In 1933 two of the custodial force at Grant Junior High School were dismissed, because of garnishments against their pay. After talking with these two I came to the belief that surely there was a better way to take care of garnishments.

At about this time I talked with Mr. Faulkarsen of the Postal Employees'. They had just organized a credit union and he showed me how they were helping their employees to avoid losing their jobs because of debt pressure. A number of us then began to investigate the possibility of forming a credit union.

We first took up the philosophy of credit unions with the principals and directors and after several meetings they thought that perhaps we should form a credit union. We then contacted the Classroom Teachers Association and the Custodial

and Maintenance Association. In June of 1934 we did organize our credit union.

One of our first problems we encountered was that of a bookkeeper. He became so involved in debt that it appeared that the only way out was bankruptcy. The credit committee had several meetings with members and finally decided to take him over under a trustee arrangement. The chairman of the credit committee made arrangements with his creditors to take a small monthly payment until the debt was discharged. The member turned his monthly check over to the credit union and we then scattered it around to some twenty creditors. After allowing him a bare subsistence for his needs, this went on for two or three years until all his debts were paid.

The thing that pleased us most was the fact that after the deal was completed the member found he could live on what we had allotted him and he began to deposit in the credit union and when he retired a few years ago he had a considerable sum in the credit union.

There are so many instances of how our credit unions has been a real service to our members as well as large benefits to the board of education, but space will not permit a full description. I feel very much

as Mr. Fisher does, he has been chairman of our credit committee since we were organized. He makes this statement many times.

"I get more satisfaction following the practical Christianity of the credit union movement than I get from any other of my activities."

## You Feel Good Inside When You Lighten the Burden of Others

From B. F. G. Employees Federal Credit Union, Port Neches, Texas — "It is gratifying, to say the least, for the officers of a credit union to be able to hand a member his note with the outstanding balance marked "Paid in Full", after he, through no fault of his own has become unable to pay."

From San Fernando VAH Federal Credit Union, San Fernando, California — "I personally had the pleasure of giving Mr. .... his paid up credit union book and note. You can well understand his reaction in realizing that he is still a patient at the Veterans Hospital . . . This example certainly proved an object lesson to all of us."

From Atlanta Postal Credit Union, Atlanta, Georgia—"The check for \$268.16 came this morning in full settlement of a permanent and total disability claim filed . . . The wife and mother of this family is trying to take over where her husband left off and for the credit union to request payment would have been heartless. The family of the disabled member, as well as the credit union, join with me in this expression of gratitude."

**CUNA MUTUAL INSURANCE SOCIETY**  
Madison, Wisconsin



**AN INDEPENDENT Comparative Report for 1955**

**IT IS A FACT** — That the financial structure and operational methods of any life insurance organization determine its strength. In this report we follow the fundamental factors listed below are significant.

The following is an **INDEPENDENT ANALYSIS** of these four factors, comparing the **CUNA MUTUAL INSURANCE SOCIETY** with the 30 largest insurance companies in the United States. Since these 20 companies have an average of 54 years of life insurance experience, over 80 percent of the invested assets of all life insurance companies, and hold approximately 75 percent of all life insurance in force, a favorable comparison of these factors is generally indicative of good general management.

**BASIC SIGNIFICANT FACTORS — AS OF JANUARY 1, 1955, DERIVED FROM THE ANNUAL STATEMENTS** (The 30 Life Companies listed below are the largest by the amount of **ASSETS** held for the protection of their policyholders.)

FINANCIAL STABILITY:		GROSS SURPLUS: Per \$100 of Life Reserves	
A wide margin of assets over liabilities is a significant safety factor. This indicates financial soundness and a company's ability to meet all obligations as they become due.		A large surplus ratio means ability to take emergencies "on stride." It is the acid test of excellence, shows the amount of extra funds to life insurance.	
<b>AVERAGE TO LARGEST LIFE COMPANIES</b> \$107.51		<b>AVERAGE TO LARGEST LIFE COMPANIES</b> \$8.64	
<b>CUNA MUTUAL INSURANCE SOCIETY</b> \$120.51		<b>CUNA MUTUAL INSURANCE SOCIETY</b> \$17.47	

**Net Interest Rate Earned For Each \$100 Required To Maintain Policy Reserves:**

That is the amount by which the income from investments exceeds the interest required to maintain policy reserves — an important factor in calculating premiums charged to policyholders.

TRENDS: INCREASES — 1954 over 1953	
The following significant factors measure PROGRESS AND PUBLIC CONFIDENCE:	
<b>CUNA MUTUAL INSURANCE SOCIETY</b>	
Assets Increased	26.49%
Surplus Increased	65.39%
Income Increased	29.35%
Insurance in Force Increased	23.80%

**STATEMENT AS OF JANUARY 1, 1955**

Admitted Assets	Gross Surplus
\$1,754,115.00	\$1,752,117.00
<b>Life Reserves</b>	<b>Total Income</b>
\$4,615,176.00	\$14,916,792.00
<b>Insurance Written</b>	<b>Insurance in Force</b>
\$479,713,307.00	\$1,849,103,178.00

**"SIGNIFICANCE"**

From the above analysis, this organization occupies a prominent position among Life Insurance Companies from the standpoint of management and financial stability.

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**INDEPENDENT FACTUAL ANALYSES OF SIGNIFICANCE**

**"Competent-Responsible"**

**What is Standard Analytical Service?**

The Standard Analytical Service is an organization serving the interests of the buyer of insurance. It has no connection in any way with any insurance company or companies. We do not sell any kind of insurance. Our reports are unbiased. Our analyses are based on companies' financial statements filed with various state insurance departments, and on a comparative system which uses a mathematical process through which each company is analyzed for application of a uniform and impartial method.

*John B. R. Macchia*  
ACTUARIAL ANALYST

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# new!



*National's "De Luxe"*  
Series of ADDING MACHINES!

**Live keyboard\* with keytouch adjustable to each operator!**

**Saves up to 50% hand motion  
—and effort!**

Never before have so many time-and-effort saving features been placed on an adding machine.

Every key operates the motor — so you can now *forget the motor bar*. No more back-and-forth hand motion from keys to motor bar.

And keys are instantly adjustable to *each operator's touch*! No wonder operators are so enthusiastic about it. They

do their work faster — and with up to 50% *less effort*. New operating advantages! New quietness! New beauty!

"Live" Keyboard with Adjustable Key-touch *plus* 8 other time-saving features combined only on the National Adding Machine: Automatic Clear Signal . . . Subtractions in red . . . Automatic Credit Balance, in red . . . Automatic space-up of tape when total prints . . . Large Answer Dials . . . Easy-touch Key Action . . . Full-Visible Keyboard with Automatic Ciphers . . . Rugged-Duty Construction.

A National "De Luxe" Adding Machine is an investment that quickly pays for itself with the time-and-effort it saves, and then continues savings as added yearly profit.

One hour a day saved with this remarkable new National will, in the average office, repay 100% a year on the investment. See a demonstration, today, on your own work. Call the nearest National branch office or National dealer.

**THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio**

977 OFFICES IN 94 COUNTRIES





# PROBLEM:



*...how to talk to  
2,000 members every month-*  
**The FAMILY Credit Union DIGEST**  
*solved it!*



When our credit union was small, education was easy. I could talk to most of the members myself.

Now that we're big, we find the best way to tell members about the credit union is to give them The FAMILY Credit Union DIGEST each month.

In just a few issues, the credit union story is covered from many angles —

- how to consolidate your debts
- how to make yourself save
- how to figure rates on auto loans
- how to stabilize your finances
- how loans are insured

Every month our members understand the credit union a little better and use it more. It's been a wonderful investment for us!

The FAMILY Credit Union DIGEST costs only 2 cents a copy. Many credit unions are using it in quantity as an educational and advertising tool. They tell us it works.

Whether you distribute it from racks, or through the mail, or at meetings, or by hand, you will find that an investment of 2 cents per member per month will bring big dividends in understanding and growth.

## CREDIT UNION BRIDGE

4-55

Box 431, Madison, Wisconsin

Please send us.....copies of The FAMILY Credit Union DIGEST each month at 2 cents a copy. Keep sending them until further notice or for.....months.

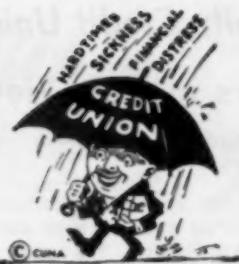
Name.....

Credit Union.....

Address.....

**Send the Coupon-**





## Prepare For Vacation

HAS THE "VACATION BEE" been buzzing around, whispering in your ear that it's that time of year, and you try not to hear because you are at a low ebb financially? Well, if you have everything worked out for that "dream vacation" except a little financial lift, check with your credit union before you let your "dream" slide down the drain. Take advantage of a low cost loan to help you make the most of your "time out" for vacation season will be over before you know it.

—Contributed by Stabilization Credit Union, Raleigh, North Carolina.

## Health Hint

FOR A SUNNY SUMMER, go easy on the sun. Sunburn trouble can be far more than skin-deep. Most fire-engine-complexions are acquired between 10:00 A.M. and 3:00 P.M., so avoid this toasting time. Take just a 15-minute sun-plunge at first; increase gradually each following day, and use a good sun-tan preparation all along. Whether it's cool or hot, bright or hazy, you can still be burned . . . so stay wary and don't broil beyond the medium-rare stage.

## Would You Hire Yourself?

- Are you a willing worker?
- Are you punctual and dependable?
- Are your job skills and speeds above average?
- Are you reasonably accurate?
- Is your work well organized?
- Are you sure of your grammar, spelling, and punctuation?
- Do your proofread your work before submitting it?
- Do you get along with others in the office?
- Do you offer to help others when they are swamped?
- When you make a mistake, do you admit it and then rectify it or avoid making it a second time?
- Do you observe the office rules faithfully?

## One Loan That Improved Income, Met Emergency, and Altered Viewpoint

I AM, WHAT YOU WOULD CALL, an average member of a credit union. I attend the annual meeting each year, and listen to the reports that the officers and committeemen make, and especially the financial report of the treasurer. I listen, with an attentive ear, to the speakers, at this annual meeting, of the many benefits our credit union has to offer its members. I hear them citing the many "hard luck stories" that the officers and committeemen have to entertain throughout the year. Not knowing any member with any "hard luck story," I would shrug my shoulders, and say to myself, "That's tough."

One day about five months ago, one of these "hard luck stories" struck me between the eyes. I was

faced with exactly the same predicament that I heard cited at the annual meeting. My daughter surprised both my wife and myself, when she suddenly announced her intentions of getting married within the month. The reason for this sudden marriage, was that her fiancé was leaving for overseas duty in the United States Army. We needed extra money for this quick marriage, so that we could afford our child that one thing in life, that is so important to a young girl. Now, the aggravating part of this whole situation was, that I was already in debt. The taxicab I was driving, was giving me untold mechanical trouble, wherein I was losing much time, in addition to the cost of repairs. I was at my wits end. Here I needed a new taxicab, I was in debt, and at the same time I needed enough money to see that my daughter was married in a proper fashion. I was somewhat reluctant to take this matter up with my credit union, but finally, I remembered what was brought out to me so vividly at the annual meeting. I immediately sat down with the treasurer of our credit union and discussed this whole problem in detail. After spending quite some time with our treasurer, I walked home with a much lighter heart, and my mind completely at ease, to explain to my wife how we could solve our financial difficulty. Needless for me to say how pleased my wife was, when she realized that all of this financial burden was completely solved by our credit union. Now, with my daughter happily married, and me cruising the streets with a brand new 1955 taxicab, I am only too happy to let everyone know of my "HARD LUCK STORY," simply because this is "MY TRUE STORY."



"You're making progress! Last week she checked your credit rating and discussed your future with your boss."

- Can you leave your personal problems at home?
- Do you ignore rumors and refuse to gossip?
- Do you guard against annoying mannerisms?
- Do you dress neatly and simply?
- Do you leave the washroom as neat as you found it?

THE NORTHWESTERN MUTUAL PILLAR.

## Freezer Plan Promoters in New Field

*From the Buffalo (New York) Better Business Bureau*

SALESMAN nationally advertised product, leads furnished, top commissions in area, former food plan, vacuum cleaner, book, home improvement men would be a natural. This is not a food plan. 2543 Main Street, Sanitary Research Institute.

The advertisement shown here tells an interesting story. The incorporators of the Sanitary Research Institute are the partners in a law firm representing the Pay Less Food Plan. They have been noted as incorporators in a number of food freezer plans and/or frozen food supply depots set up in Pennsylvania and New York. The Sanitary Research Institute is the official sounding name of a organization selling incinerators for home installation.

It is significant, we believe, that this company wants salesmen experienced in fields notorious for high pressure and "gimmick" selling. In food freezer plans it is a "free" freezer—something for nothing. The home improvement field usually features the phony "model-home" or bonus idea. We are advised that the incinerators are to be sold on a referral plan whereby commissions or bonuses will be paid to customers who submit names of friends who may be prospects for the company.

The official sounding name is also of interest. A report has been received by the Bureau that this com-

pany is currently conducting a "clean up your garbage can" program in the area: With such a name as Sanitary Research Institute, it is possible that some prospects may be misled to believe that the com-

### Day by Day I Will Try . . .

1. To show compassion and goodwill to all mankind.
2. To render service to humanity.
3. To guide and enlighten those in darkness.
4. To be kind to everyone, and show forth affection to every soul.
5. To be so faithful and sincere in all my actions that they may be known as embodying the qualities of honesty, love, faith, kindness, generosity and courage.—Abdul Baha.

pany has an official status and that there is some legal requirement that they purchase.

It is somewhat of a paradox that, the frozen food business having become too hot through recent publicity, the operators are switching to incinerators. If this ad attracts the type of men which the company is seeking, we look forward to a continuation of public complaint to the Bureau that "it hasn't worked

out the way the salesman promised."

There have been several new businesses organized this year to sell incinerator or garbage disposal units. All of the men we have talked to have advised us that they plan to use the referral plan. Each has assured us that the promise of commissions on future sales will not be a part of the sales presentation of the product. They promise that the product will be sold on its own merits and that the bonus or commission will be brought into the picture only after the sale has been completed. They insist that the commission is only promised to get names of prospects and is not to be used as a lever to effect the sale.

The Bureau shall follow with interest the future of these familiar operators in their newly chosen field of endeavor. Already some inquiries show that customers are led to expect that the bonuses will "help" pay for the purchase.

### Wise Men Say

● Your work is really important. Even the smallest job has such a definite place it might be likened to a piece in a jigsaw puzzle; the puzzle would not be complete without it.—*Francis J. Gable.*

● Beware of prejudices. They are like rats, and men's minds are like traps; prejudices get in easily, but it is doubtful if they ever get out.—*Jeffrey.*

● The difficulties and struggles of today are but the price we must pay for the accomplishments and victories of tomorrow.—*Wm. J. H. Boeteker.*

## Your Credit Union

YOUR CREDIT UNION is not a bank. It is not a labor union. It is not a credit bureau, and it is not a loan company. The credit union is a self-service facility, a convenience we have set up for ourselves for personal savings and for personal loans, and for great personal advantage.

—Contributed by Wyandotte Chemical Employees' Credit Union, Wyandotte, Michigan.

### "Dog Sense"

WHY DOES a dog bury a bone? Because he's smart. Early in life he instinctively knows that wisdom of opening his own kind of "Savings Account".

You are equally smart if you have a "Credit Union Account" and save

regularly. If at any time you should want to dig up some of those savings, or if you need additional funds, your credit union can be depended upon to give you every assistance.

—Contributed by John Sexton Employees Credit Union, Chicago, Illinois.

### Memories

A GENERAL and a colonel were walking down the street. They met many privates, and each time the colonel would salute he would mutter, "The same to you."

The general's curiosity got the better of him and he asked: "Why do you always say that?"

The colonel answered: "I was once a private and I know what they're thinking."







# The Way I See It

## Junior Credit Union

To: The Editor

We believe we can boast of having the first Junior Credit Union in the province of Alberta, Canada. The parent body is Saint Joseph's Parish Credit Union, Calgary, Alberta.

This Junior Credit Union is made up of students of Saint Joseph's school and has a full slate of officers including a treasurer.

All credit of organizing this Junior group is due Rev. Father A. Mcleanan, Curate, St. Joseph's Church, assisted by Mr. Jack Burns, Cuna Representative, and Mr. Sam O'Brien, Credit Union League of Alberta.—K. D. Jones, St. Joseph's Parish Credit Union, Calgary, Alberta.

## It Takes Good Ideas to Deserve Publication

To: THE EDITOR

I noticed some comment in this month's issue (March, 1955) of Bridge concerning lack of information for various sections of the country and the world. I think this criticism is unwarranted and unfair. In the first place I do not think Bridge represents any particular section of the world. I feel it represents the splendid people who make up the credit union movement, whether they are located in a remote corner of Maine or in a populated area in California.

It strikes me that if a good idea, worthy of note appears in any section of the credit union world, then that idea should be spread out to all of us through our own magazine. When I read something in Bridge that helps Montana, I care not where it originated, except to note that its author lives at such and such a place. If the only criticism leveled against Bridge concerns itself with the fact that Podunk is not properly mentioned in each and every article, then Bridge has indeed arrived as a magazine of worth.

I think Bridge is getting better each day and find more use for each

particular issue with each new group contacted.

I file the issues away for future reference. Yesterday I sent five old issues away to Sister Josephine at the Cathedral High School in Helena, for her use in teaching credit union to her pupils. The issues contained interesting articles from a Catholic viewpoint. That is but one example. They never become old and destroyed but held in limbo, so to speak, to be used when the proper occasion arises for the proper group.—George Moore, Managing Director, Montana Credit Union League.



## CUNA's 1955 Tour To Europe

Participants in CUNA's 1955 Tour to Europe will visit scenic Northern Italy with its ancient cities and famous art galleries and historic landmarks. The picture above shows Amalfi on the west coast.

The three-week trip scheduled from July 18 to August 8 takes you to London, Paris, Rome, Florence, Milan, Lucerne, Stuttgart, Bonn, and Copenhagen, highlighted by a visit to Raiffeisen headquarters in Neuwied and Bonn. The cost is \$971.40 which includes a round trip flight via TWA, accommodations in superior second class hotels, two meals a day (a third meal may be provided in some places), all tips, and a variety of sight-seeing trips. For details see the April issue of The Credit Union Bridge. If you are interested, send in the coupon below.

PUBLIC RELATIONS DEPARTMENT  
CREDIT UNION NATIONAL ASSOCIATION  
P.O. Box 431  
Madison 1, Wisconsin

Gentlemen:

Please send me full details on the CUNA Credit Union Tour to Europe ☐

I am ☐ definitely ☐ tentatively ☐ planning to take part in the trip.

Name.....

Address.....

City..... State.....

Credit Union.....

## The Importance of the Credit Committee

FROM: DEBITS & CREDITS, NEW YORK TIMES' EMPLOYEES FEDERAL CREDIT UNION, NEW YORK CITY.

Since the credit committee plays such an important part in the life of the credit union, it is important that persons who are to serve on the committee be selected with care. It should be composed of persons of good judgment who inspire the confidence and respect of the members. They should have an understanding and appreciation of the financial problems encountered by the average member and have the patience to assist in the solution of these problems and be sufficiently representative of the group to be accepted without reservations.

The credit committee has as its motto: "Be liberal enough to do good and sufficiently conservative not to harm the members or endanger the solvency of the credit union."

When the committee members assumed their duties they had no idea what was in store for them. Despite the 430 applications that passed through their hands since May, 1954, they met the many problems

and made the necessary decisions with assurance and honesty. They have given unstintingly of their time and energy in performing their tasks.

In the second month of operation the demand for loans was greater than the capital available. This necessitated the borrowing of \$5,000 by the board of directors (yes, we have to borrow, too!) With this additional capital your credit union was able to fill all requests without any restrictions on amounts requested.

By borrowing from the credit union, members help themselves in two ways: they are able to buy the things they want now, and, at the same time are saving. Loan repayments are made in even dollar or half dollar sums. That part in excess of interest and payments on principal is added to your savings.

Credit committee members are bound by secrecy under penalty of

Mr. Edward M. Dreier, Naval Air Station San Diego Federal Credit Union, San Diego, California.

Mr. Edward Lancette, Twin City Co-ops Credit Union, Minneapolis, Minnesota.

Mr. George I. Graff, City & County Employees Credit Union, Duluth, Minnesota.

Mr. Cyril Sheward, Duluth-Superior Transit Employees Credit Union, Duluth, Minnesota.

Mr. Michael J. Judge, Jr., Hazard-Okonite Employees Credit Union, Wilkes Barre, Pennsylvania.

Mr. Nat Glaclair, Lafayette Parish Teachers Federal Credit Union, Lafayette, Louisiana.

Mr. Halsey Dean, Roanoke VARIO Federal Credit Union, Roanoke, Virginia.

Mr. W. F. Geiger, Telephone Federal Credit Union, Washington, D.C.

Mr. James K. Dickson, Canadian Legion Branch No. 2 Credit Union, New Westminster, British Columbia.

Mr. Joseph Matiska, Hazard Wire Rope Division Employees Federal Credit Union, Wilkes Barre, Pennsylvania.

Mr. Arthur Alexander, St. Johns Methodist Federal Credit Union, Los Angeles, California.

Mrs. Vera Schweers, C & W C Railroad Employees Federal Credit Union, Augusta, Georgia.

Mr. J. Pete Harris, Federal Employees Credit Union, Atlanta, Georgia.

Miss Elitha Kelly, Sacred Heart Federal Credit Union, New Orleans, Louisiana.

Mr. George Elkins, U.C.E.S. Employees Credit Union, Jefferson City, Missouri.

Mr. Pat P. Cubine, Union Bag Employees Federal Credit Union, Savannah, Georgia.

Mr. Wilbur D. Smith, Nebraska League Federal Credit Union, Omaha, Nebraska.

Mr. V. C. Harvey, Sioux City District Telco Credit Union, Sioux City, Iowa.

Mr. Gerald LeMau, Watertown Manufacturing Company Employees Federal Credit Union, Watertown, Connecticut.

Mr. Lawrence C. Benette, Stamford Postal Employees Federal Credit Union, Stamford, Connecticut.

Mrs. Mary Hooper, U. S. Naval Station San Diego Employees Federal Credit Union, San Diego, California.

Mr. James F. Crittendon, U. S. Naval Station San Diego Employees Federal Credit Union, San Diego, California.

Mr. John McAllister, Holy Trinity Parish "Sudbury" Credit Union, Sudbury, Ontario.

Mr. Wilfred Slater, Our Lady of Perpetual Help Parish "Sudbury" Credit Union, Sudbury, Ontario.

Mr. Walter R. Morden, Copper Cliff Community Credit Union, Copper Cliff, Ontario.

Mr. William C. Crawford, Ashland Oil Employees Credit Union, Ashland, Kentucky.

Mr. J. M. Bryant, Springfield Greene Co. Credit Union, Springfield, Missouri.

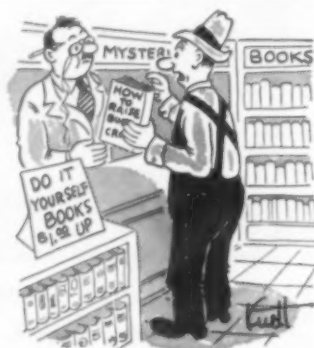
Mr. Harry Kuehler, St. Engelbert's Parish Credit Union, St. Louis, Missouri.

Mr. Edgar Martin, St. Jude's Parish Federal Credit Union, Elyria, Ohio.

Mrs. Clara Lieder, Grays Harbor Chair Credit Union, Aberdeen, Washington.

Mr. J. T. Farrell, City Hall Credit Union, Minneapolis, Minnesota.

Mr. E. J. O'Donoghue, St. Pius Tenth Federal Credit Union, Denver, Colorado.



"Now I want a book on 'How-to-sell' all the stuff I've learned 'How-to-raise'!"

dismissal from the committee and expulsion from the credit union. Any information elicited in explaining the purpose of a loan to the committee will be held inviolate. This insures that all loans will be confidential.

## Founders Club

### New Members

SINCE OUR LAST REPORT the following new members have been admitted to the Founders Club:

Mr. George O. Davis, OMCO Credit Union, Davenport, Iowa.

Mr. J. W. Ashley, Midwest Employees Credit Union, Keokuk, Iowa.

Mr. C. E. Litvinski, State Central Credit Union, Milwaukee, Wisconsin.

Mr. John R. Senter, League Central Credit Union, Greensboro, North Carolina.

Mr. William S. Gallimore, Duke Credit Union, Greensboro, North Carolina.

Mr. Morris Lipinsky, Bon Marche' Employees Credit Union, Asheville, North Carolina.

Mr. A. S. Bynum, State Employees Credit Union, Raleigh, North Carolina.



Make the most of this fine new booklet on credit unions, prepared by PUBLIC AFFAIRS COMMITTEE for schools, organizations, and study groups. Recommend it to your members. Give it to schools, employers, libraries, prospective members. 25c each.

Order from your League  
Supply Department, or

**GUNA Supply Cooperative**

Box 333, Madison, Wis.

## Quick Answer

BUDDY had taken a strong dislike to kindergarten. His mother used all sorts of arguments to get him to go. Finally she laid down the law firmly. He just had to go, that's all there was to it.

"All right, mother," warned Buddy. "If you want me to grow up to be just an old bead stringer, I'll go!"

## Vacation Safety Hints

LIGHTENING WILL STRIKE TWICE in such places as open fields, on hill-tops, near isolated trees, small shelters that are in exposed locations. If you are out in a boat, head for shore! Seek a valley or a thick grove of trees. You are as safe as possible in a car with a metal top. Stay indoors during a storm, if possible, keeping away from chimneys, fireplaces, all metal objects.

**The Credit Union Bridge**



all in one package!

**your members  
need both  
AUTO LOANS  
AUTO INSURANCE**

The CUNA Auto Insurance Program helps you give members an auto loan, dependable insurance, and the most convenient way of handling payments—all in one package, without delays! The member is covered at reasonable rates, the loan is protected, and worries are over for the credit union! Your members will finance fewer cars with outside lenders, once they know they can get the same convenient "one-stop" service from their credit union!

**DIVIDEND SAVINGS NOW INCREASED TO**

**15%**

**BODILY INJURY  
PROPERTY DAMAGE  
MEDICAL PAYMENTS**

**20%**

**COLLISION  
COMPREHENSIVE**

IF YOU ARE NOW USING  
THE CUNA AUTO INSURANCE  
PROGRAM, ORDER THIS NEW  
FREE BOOKLET FOR  
YOUR OFFICERS.



**CUNA  
AUTO INSURANCE PROGRAM**

underwritten by  
EMPLOYERS MUTUAL OF WAUSAU

**CUNA AUTO INSURANCE PROGRAM**

BOX 431, MADISON, WISCONSIN

6-55

- ☐ SEND ME.....COPIES OF YOUR NEW BOOKLET FOR CREDIT UNION OFFICERS ENTITLED "5 BONUS FEATURES".
- ☐ SEND ME DETAILS ON HOW TO PROVIDE A CUNA AUTO INSURANCE PROGRAM FOR OUR MEMBERS.

NAME \_\_\_\_\_

CREDIT UNION \_\_\_\_\_

ADDRESS \_\_\_\_\_

# Let's talk about INSURANCE PRICES...

Cost of \$1,000 of straight life insurance bought from various sources, at age 35, based on 1953 rates, dividends and cash values

CUNA Mutual  
Insurance Society  
Massachusetts  
savings banks  
Leading Company A  
Leading Company B  
Leading Company C  
Leading Company D

PREMIUM RATE	TEN YEAR COST				
	Total premiums paid	Dividends returned in 10 years	Net payment in 10 years	Cash value after 10 years	Net cost for 10 years
\$21.17	\$211.70	\$27.26	\$184.44	\$168.69	\$15.75
25.24	252.40	50.74	201.66	178.43	23.23
27.64	276.40	63.48	212.92	186.36	26.56
27.97	279.70	75.62	204.08	174.39	29.69
27.69	276.90	44.88	232.02	170.00	62.02
29.48	294.80	46.79	248.01	188.00	60.01

IT USED to be considered rude for a life insurance company to talk price.

Nowadays, however, everybody is doing it.

So here is a table showing the cost of \$1,000 of straight life insurance bought from 6 different sources.

The sources are:

CUNA Mutual Insurance Society, which sells only by mail.

The Massachusetts mutual savings banks, which sell over the counter.

Two leading mutual companies well known for their low rates (A and B).

Two of the biggest companies (C and D).

CUNA Mutual shows the lowest premium rate, the lowest net payment in 10 years, and the lowest net cost after 10 years.

The difference in premium rate on a \$1,000 policy at age 35 runs as high as \$8.31. On a \$15,000 policy

this would make a \$125 difference in just one year.

Over a 10-year period the difference in net premium payments on a \$1,000 policy can run as high as \$63.57. On a \$15,000 policy, this would come to \$953.55.

At the end of 10 years, if you cash in your policy, you then arrive at a figure called net cost. This, on a \$1,000 policy, can run as high as \$46.27. On a \$15,000 policy, it would come to \$694.05.

SO FAR we have compared CUNA Mutual's rates with the highest of the four companies on the table.

Let's make a comparison with savings bank life insurance, which experts in the field usually regard as a standard of good value.

CUNA Mutual's rates run lower than Massachusetts savings banks in initial premium, lower in net payment in 10 years and lower in net cost after 10 years. The difference

in net cost is \$7.48 on \$1,000, or \$112.20 on \$15,000.

THERE ARE several ways an insurance company can develop low net cost. One way is to charge high rates and return big dividends. CUNA Mutual prefers lower rates and smaller dividends. The reason for this is simple. We think the amount of insurance most men buy is governed by the premium rate rather than the prospect of dividends. We want our policyowners to be adequately insured.

YOU SHOULD have your insurance needs analyzed every two years or so. CUNA Mutual's counselling service is available by mail to all credit union members. It costs you nothing and is completely confidential. No salesman will call on you — we sell only by mail.



## CUNA MUTUAL INSURANCE SOCIETY

the credit unions' own insurance company . . . 11th largest in group coverage . . . sells life insurance by mail to credit union members only

MADISON, WISCONSIN — HAMILTON, ONTARIO

### CUNA MUTUAL INSURANCE SOCIETY

MADISON, WISCONSIN or HAMILTON, ONTARIO

☐ Please send me the complete rate schedule.

☐ Please send me a counselling form to fill out so I can get your frank recommendations. 6-55

NAME .....

CREDIT UNION .....

ADDRESS .....